

Deconstructing Advertising Exercise

Directions: Search through your favorite magazines for images that portray women and children in these ways. Be sure to note the year and title of the magazine.

1. **Passive/Submissive** – women who are portrayed as passive, have submissive posture and/or are silenced in some way – their hand covers their mouth, etc.
2. **Childlike** – women are portrayed in a child like setting, role, postures or poses.
3. **Animorphized** – women are portrayed or literally turned into animals...often occurs to women of color

4.	DRAFT
5.	
6.	

7. **Trivialization of feminine qualities/power** – some ads focus on down playing things like: motherhood, feminism, emotions, talking, nurturing, compromise, negotiation
8. **“Traditional” gender roles** – boys are portrayed as active or tough, girls are portrayed as smiling, passive or “looking up” to another figure, like a boy or an adult.